C7715-3A

MAY
1989

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	MAY		% '89 VS '88	% IND	
	1989	1988		1989	1988
CHRYSLER	20670	24260	85.20	2.34	2.75
(LeBaron)	10052	12838	78.30	1.14	1.46
(New Yorker)	8580	7142	120.13	.97	.81
(5th AVE)	1291	3396	38.02	.15	.38
(Imperial)	-	-	-	-	-
DODGE	44467	43321	102.65	5.01	4.91
(Daytona)	8147	7181	113.45	.92	.81
(Shadow)	7126	7619	93.53	.81	.86
(Spirit)	7372	-	-	.83	-
(Dynasty)	11000	6351	173.20	1.23	.72
(Aries)	3539	8292	42.68	.40	.95
PLYMOUTH	27396	29013	94.43	3.10	3.28
(Horizon)	2560	4573	55.98	.29	.52
(Sundance)	6843	7266	93.92	.77	.82
(Acclaim)	9141	-	-	1.04	-
(Reliant)	3453	10422	33.13	.39	1.18
(Laser)	1796	-	-	.20	-
EAGLE	5928	4526	130.98	.67	.51
(Premier)	3612	3460	104.39	.41	.39
CHRYSLER MTR CORP	98461	101120	97.37	11.15	11.45
FORD	141543	133222	106.25	15.34	15.08
(Escort)	28322	28609	99.00	3.20	3.24
(Probe)	13623	3974	346.23	1.54	.45
(Mustang)	17357	17151	101.20	1.96	1.94
(Tempo)	21411	23659	90.50	2.42	2.68
(Taurus)	34977	33765	104.83	3.95	3.77
(Crown Victoria)	9462	9760	96.95	1.07	1.11
(Thunderbird)	10745	11594	92.68	1.21	1.31
LINCOLN	17531	15504	106.22	1.98	1.87
MERCURY	44577	41869	103.21	5.04	4.89
(Topaz)	8740	6656	111.31	.94	.76
(Sable)	11939	11222	106.39	1.34	1.27
(Cougar)	9353	10300	90.81	1.06	1.17
(Grand Marquis)	9264	10404	89.04	1.05	1.18
LINC/MERC DIV	62980	60676	103.80	7.12	6.87
FORD MOTOR CO.	204529	193898	105.48	23.11	21.95
BUICK	43740	44165	112.62	5.62	5.00
(Skyhawk)	2009	2477	81.11	.23	.28
(Somerset/Stylrk)	6810	4780	142.47	.77	.54
(Century)	11960	9424	126.91	1.34	1.07
(Regal)	7248	9784	74.08	.82	1.11
(Riviera)	2194	708	309.89	.25	.06
(Reatta)	867	345	248.41	.10	.04
CADILLAC	22911	22917	99.97	2.59	2.59
(Allante)	244	558	68.16	.03	.04
(Eldorado)	2643	2624	108.35	.32	.24
(Seville)	2255	1742	129.45	.25	.20
CHEVROLET	130584	133651	97.69	14.76	15.14
(Nova)	1857	10115	18.36	.21	1.15
(Celebrity)	20767	21680	95.79	2.35	2.45
(Corsica)	20560	19909	103.27	2.32	2.25
(Beretta)	14863	16441	90.40	1.68	1.86
(Cavalier)	26652	25955	102.69	3.02	2.96
(Camaro)	11060	9346	118.34	1.25	1.06
(Corvette)	1879	2244	83.73	.21	.25
(Monte Carlo)	110	3366	3.27	.01	.38
OLDSMOBILE	54858	60128	91.29	6.20	6.81
(Calais)	8923	8809	101.29	1.01	1.00
(Cutlass Ciera)	18062	18885	95.64	2.04	2.14
(Cutlass)	7988	8568	93.23	.90	.97
(Toronado)	601	1539	39.05	.07	.17
PONTIAC	66941	68502	97.72	7.56	7.76
(Sunbird)	10635	7368	144.34	1.20	.83
(Grand Am)	19167	19992	95.87	2.16	2.28
(6000)	7046	9031	78.02	.80	1.02
(Bonneville)	8399	9178	91.51	.95	1.04
(Firebird)	6758	5761	117.31	.76	.65
(Fiero)	300	2209	13.58	.03	.25
(Grand Prix)	9787	8073	121.23	1.11	.91
GEN MTRS CORP	325064	329384	98.69	36.73	37.30
Misc. Domestic	7	6	116.67	-	-
Other Import	257012	258811	99.30	29.04	29.30
U.S. TOTAL	885073	883219	100.21		

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UNITED STATES SUMMARY
MAY 1989 ISSUED 07/89

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '89 VS '88	% IND		YEAR END 1988
	1989	1988		1989	1988	
CHRYSLER	93728	135267	69.29	2.32	3.16	283848
(LeBaron)	39249	67359	58.27	.97	1.57	140610
(New Yorker)	44016	37507	117.35	1.09	.88	94741
(5th AVE)	7236	26429	27.38	.18	.62	38848
(Imperial)	-	-	-	-	-	-
DODGE	192210	202188	95.06	4.76	4.72	496416
(Daytona)	30613	30197	101.38	.76	.71	70472
(Shadow)	32661	33327	98.00	.81	.78	89259
(Spirit)	23309	-	-	.58	-	2438
(Dynasty)	51376	25339	202.75	1.27	.59	76834
(Aries)	18697	47677	39.22	.46	1.11	101368
PLYMOUTH	115266	143418	80.37	2.85	3.35	333224
(Horizon)	13483	19925	67.67	.33	.47	59777
(Sundance)	33393	30662	108.91	.82	.72	87320
(Acclaim)	28029	-	-	.69	-	2273
(Reliant)	17995	57037	31.55	.45	1.32	110524
(Laser)	4800	-	-	.12	-	-
EAGLE	30130	23746	126.88	.75	.55	62030
(Premier)	17796	11030	161.34	.44	.25	37534
CHRYSLER MTR CORP	431334	504615	85.48	10.68	11.78	1175518
FORD	653336	639344	102.19	16.18	14.92	1571815
(Escort)	143650	146529	98.04	3.56	3.42	384992
(Probe)	52798	6934	761.44	1.31	.16	68129
(Mustang)	78718	77891	101.06	1.95	1.82	169567
(Tempo)	101977	110833	92.01	2.53	2.59	278714
(Taurus)	150526	166492	90.41	3.71	3.88	376971
(Crown Victoria)	44304	48503	91.34	1.10	1.13	113349
(Thunderbird)	50714	55266	91.76	1.26	1.29	118516
LINCOLN	80494	75020	107.30	1.99	1.75	190506
MERCURY	195260	200119	97.57	4.84	4.68	481396
(Topaz)	38835	31236	124.33	.96	.73	85945
(Sable)	48545	50465	96.20	1.21	1.19	118140
(Cougar)	42017	47177	89.06	1.04	1.10	102424
(Grand Marquis)	43668	46830	93.25	1.08	1.09	115160
LINC/MERC DEV	282607	279075	101.27	7.00	6.52	684187
FORD MOTOR CO	935943	918419	101.91	23.18	21.44	2262002
BUICK	222793	234996	94.81	5.52	5.49	578652
(Skyhawk)	8822	13311	66.28	.22	.31	26080
(Somerset/Skylrk)	25354	23153	109.51	.63	.54	58037
(Century)	58606	46816	125.18	1.45	1.09	130383
(Regal)	35397	48673	72.72	.88	1.15	123211
(Riviera)	8437	4445	189.81	.21	.10	11289
(Reatta)	2945	783	376.12	.07	.02	3893
CADILLAC	111667	103460	107.93	2.77	2.42	259772
(Allante)	1193	1391	85.77	.03	.03	3191
(Eldorado)	13328	11342	117.51	.33	.27	30766
(Seville)	10127	8514	118.95	.25	.20	22184
CHEVROLET	563634	631438	89.26	13.96	14.74	1469632
(Nova)	12322	50446	24.43	.31	1.18	96298
(Celebrity)	92127	111392	82.71	2.28	2.60	252447
(Corsica)	85311	85909	99.30	2.11	2.01	194709
(Beretta)	67720	76320	88.73	1.68	1.78	180181
(Cavalier)	127163	123369	103.08	3.15	2.87	306969
(Camaro)	46465	39528	117.55	1.15	.92	99072
(Corvette)	7605	10160	74.85	.19	.24	22928
(Monte Carlo)	916	18437	4.97	.02	.43	30196
OLDSMOBILE	259718	281895	92.13	6.43	6.58	708449
(Calais)	38737	40199	96.36	.96	.94	104843
(Cutlass Ciera)	83206	91104	91.33	2.06	2.13	235522
(Cutlass)	43645	35745	122.10	1.08	.83	112127
(Toronado)	3400	6387	53.23	.08	.15	15054
PONTIAC	308841	312245	98.91	7.65	7.29	759594
(Sunbird)	40419	32352	124.94	1.00	.76	82090
(Grand AM)	89016	95716	93.00	2.21	2.23	226053
(6000)	32475	40429	80.33	.80	.94	96750
(Bonneville)	39546	49324	80.18	.98	1.15	107055
(Firebird)	26197	25163	104.11	.65	.59	57421
(Fiero)	2013	11407	17.65	.05	.27	24111
(Grand Prix)	55782	29916	186.46	1.38	.70	97733
GEN MTRS CORP	1466731	1564124	93.77	36.33	36.52	3716348
Misc. Domestic	39	39	100.00	-	-	156
Other Import	1203400	1295904	92.86	29.81	30.26	3265907
U.S. TOTAL	4037447	4283105	94.26			10479931

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	MAY	% IND	YEAR TO DATE		% '89 VS '88	% IND	
	1989		1989	1988		1989	1988
Autocar	4	-	21	241	8.71	-	.01
Chevrolet	115668	25.96	524579	516852	101.50	25.52	24.62
Chrysler	-	-	-	-	-	-	-
Dodge	51445	11.54	231908	243410	95.27	11.28	11.60
Ford	133974	30.06	610068	618545	98.63	29.70	29.47
Freightliner	2175	.49	10848	9718	111.63	.53	.46
G.M.C.	31999	7.18	146914	151692	96.85	7.15	7.23
Hino	185	.04	875	838	104.42	.04	.04
Isuzu	7824	1.76	40056	30989	129.26	1.95	1.48
Iveco	185	.04	762	787	96.82	.04	.04
Jeep	21268	4.77	96835	97364	99.46	4.71	4.64
John Deere	649	.15	2926	2493	117.37	.14	.12
Kenworth	1694	.38	8210	6333	129.64	.40	.30
Mack/Midliner	2581	.58	10901	9256	117.77	.53	.44
Mercedes Benz	174	.04	837	1225	68.33	.04	.06
Mitsubishi	3567	.80	17291	24342	71.03	.84	1.16
Navistar	6128	1.38	30733	33554	91.59	1.50	1.60
Nissan	10409	2.34	64251	69709	92.17	3.13	3.32
Peterbilt	1624	.36	7615	6400	118.98	.37	.30
Plymouth	17103	3.84	76499	77184	99.11	3.72	3.68
Pontiac	-	-	-	-	-	-	-
Scania	7	-	48	75	64.00	-	-
Volvo	94	.02	505	669	75.49	.02	.03
Western Star	174	.04	705	627	112.44	.03	.03
White	15	-	78	1478	5.28	-	.07
WHITEGMC	1387	.31	7543	3143	239.99	.37	.15
Other Imports	34978	7.85	162900	190741	85.40	7.93	9.09
Miscellaneous Domestic	310	.07	1261	1363	92.52	.06	.06
U. S. Total	445621		2055169	2099028	97.91		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Autocar	-	-	-	-	-	-	-	21
Chevrolet	297467	210321	9812	838	68	2639	3329	105
Chrysler	-	-	-	-	-	-	-	-
Dodge	174342	57566	-	-	-	-	-	-
Ford	291964	283091	-	10247	-	3187	14700	6879
Freightliner	-	-	-	-	-	-	-	10848
G.M.C.	70040	66562	965	554	1597	1802	5074	320
Hino	-	-	70	-	171	180	454	-
Isuzu	36831	-	2361	226	80	312	246	-
Iveco	-	-	425	215	97	25	-	-
Jeep	96310	525	-	-	-	-	-	-
John Deere	-	7	184	2224	511	-	-	-
Kenworth	-	-	-	-	-	-	220	90
Mack/Midliner	-	-	-	-	-	1066	1123	1712
Mercedes Benz	-	-	-	-	-	335	502	-
Mitsubishi	15824	-	802	-	275	310	80	-
Navistar	-	-	-	57	58	1401	12049	13188
Nissan	63487	-	161	-	300	124	179	-
Peterbilt	-	-	-	-	-	-	380	7235
Plymouth	76499	-	-	-	-	-	-	-
Pontiac	-	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	48
Volvo	-	-	-	-	-	-	431	74
Western Star	-	-	-	-	-	-	-	705
White	-	-	-	-	-	-	-	78
WHITEGMC	-	-	-	-	-	-	-	7543
Other Imports	162142	758	-	-	-	-	-	-
Miscellaneous Domestic	-	354	-	-	-	-	-	907
Total	1284906	619184	14780	14361	3157	15381	38767	64633
1988 Total	1356881	587494	14438	8579	3764	23660	38601	55611
1989 vs '88	94.70	105.39	102.37	167.40	83.87	65.01	100.43	116.22

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1988		YEAR TO DATE 1988	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint/Geo Metro	21032	.52	20421	.48
Chevrolet Spectrum	23897	.59	29044	.68
Chrysler Conquest	2904	.07	3972	.09
Dodge Colt DL SW	13894	.34	18804	.44
Dodge Colt Vista SW	3030	.08	4128	.10
Eagle Medallion	3530	.09	7719	.18
Eagle Summit	8793	.22	-	-
Ford Festiva	30649	.76	26896	.63
GM Lotus	78	-	90	-
L-M XR4	2278	.06	2123	.05
L-M Scorpio	4575	.11	1813	.04
Mercury Capri	-	-	-	-
Mercury Tracer	22195	.55	22106	.52
Plymouth Colt DL SW	12753	.32	16578	.39
Plymouth Colt Vista SW	2855	.07	3785	.09
Pontiac LeMans	21502	.53	24617	.58
T/C by Maserati	322	.01	-	-
Others	-	-	-	-
Total Domestic Sponsored Imports	174287	4.32	182116	4.25
OTHER IMPORTS				
Acura	54178	1.34	47795	1.12
Audi	6911	.17	9645	.23
BMW	28494	.71	30105	.70
Honda	251532	6.23	259257	6.05
Hyundai	81646	2.01	114825	2.68
Mazda	88690	2.20	103515	2.42
Mercedes Benz	28062	.70	34995	.82
Mitsubishi	32909	.82	22467	.52
Nissan	184518	4.57	188116	4.39
Saab	13349	.33	16332	.38
Subaru	60153	1.50	62079	1.45
Toyota	244699	6.06	246079	5.75
Volkswagen	52200	1.29	73651	1.72
Volvo	39318	.97	36327	.85
Yugo	4806	.12	13938	.33
Others	31935	.79	36778	.86
Total Other Imports	1203400	29.81	1295904	30.26
GRAND TOTAL ALL IMPORT CARS	1377687	34.12	1478020	34.51

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-16,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	13077	.64	25595	1.22
Dodge RAIDER	2649	.13	3399	.16
Chevrolet GEO TRACKER	3592	.17	-	-
OTHER IMPORTS				
Isuzu	36631	1.79	28739	1.37
Mazda	46866	2.28	42187	2.01
Mitsubishi	15824	.77	23384	1.11
Nissan	63487	3.09	69175	3.30
Subaru	3	-	27	-
Suzuki	12844	.62	30134	1.44
Toyota	99507	4.84	113995	5.43
Volkswagen	1852	.09	3045	.15
Others	1828	.09	1353	.06
Total Other Import Trucks	279042	13.58	312039	14.87
GRAND TOTAL ALL IMPORT TRUCKS	298360	14.52	341033	16.25

UNITED STATES SUMMARY

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NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
(1)1984	10128729	4648998
1985	10888608	4675192
1986	11139842	4801021
(2)1987	10165660	4963888
1988	10477863	5209267

(1) REVISED 10/85
(2) REVISED 11/88

R. L. POLK & CO.

R.1-89

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